XVI

SIXTEEN

8th August 2020

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Introduction to Information Technology

Assignment Five: Draft

Group 16

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Draft Script of Presentation

Pitch to younger generation / marketing approach

Introduction
- Introduction to XVI and The SocialCare Chat
- Our passion and purpose
- We love our grandparents and feel for the elderly in the current circumstances

"Hi we are XVI, we are a group of 5 passionate university students that are currently learning online through the use of technology. We all have elderly grandparents currently in care facilities or living in retirement villages, we have realised how difficult it is now to remain in touch with them."

COVID19 - Coronavirus
- COVID19 has disconnected so many from their loved ones…. ☹
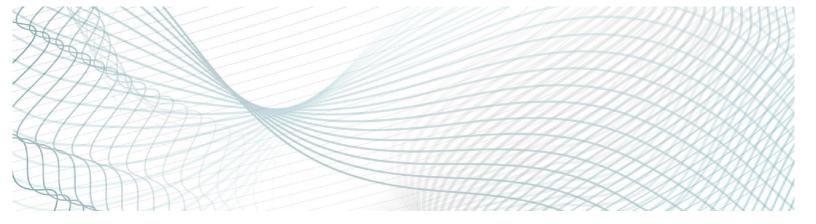- The elderly have lost interacting with friend and family

"COVID19 has dramatically increased the disconnection of our loved ones, we don't want them to be lonely… we want them to be able to connect with us but also play brain teasers they enjoy in a friendly competitive environment…"

Why?
- Go into app details
- We have incorporated programs and software used throughout introduction

"As a result of COVID19 and the disconnection, we have designed and created an application that will connect our beloved elderly through the..send a text message. As well as receive photos (and send them if they are tech-savvy enough!). We need you to show them the games and brain teasers they can play and how they can compete with their loved ones and friends…"

The SocialCare Chat
- The app is intended to connect the elderly through the use of technology
- Designed specifically for the elderly
- Comparison to main chat apps (Facebook Messenger, Skype, WhatsApp, Microsoft Teams, Zoom, BlueJeans)

*"*continues with demo* we know that the elderly struggle with technology so this has been front of mind throughout the planning and design of the application. As well as the use of colors, front and language options available.*

We know there are already many options available such as Facebook Messenger, Skype, WhatsApp, Microsoft Teams, Zoom and BlueJeans however we believe that our application is most suitable as we have had our beloved elderly front of mind and created it based on their specific needs. Other communication apps such as the few mentioned are too complicated for our elderly…"

How?
- We are marketing to the younger generations as they are the ones that will get their elderly signed up and using the application
- We will "pitch" to the younger generation and inform them, as they will be the ones to quickly adopt the new application, assist their grandparents and elderly family friends to sign up to the app and teach them how to use it.

"We need YOU! We need the younger generations and the millennials to help us get our loved ones connected… We need you to help set them up and show them how quick and easy it is… how quickly they can make a video call or to send a text message. As well as receive photos (and send them if they are tech-savvy enough!). We need you to show them the games and brain teasers they can play and how they can compete with their loved ones and friends…"

The App
- Call to action
- Links
- Elderly awareness
- Sentimental touch!!!
- Launching: XXX

*"We are launching XXX. Go to our website or download the app, you can go to *links entered here* to learn more! Let's connect our loved ones and ensure they feel connected to us, let's show them some love… "*